

FM 89 in 1989

KAUR puts students on the air

Sioux Falls' alternative radio station is becoming the first choice of more and more listeners.

KAUR FM-89 is billed as Sioux Falls' other choice to Top 40 radio.

Augustana College's station is also a training ground for future programming directors, music directors and general managers. Many graduates of KAUR are now working in television, advertising, marketing and other areas of the communication industry.

Augustana's all-album, and occasionally compact-disc, station offers a range of music from soul, jazz and Christian to rock and roll. It also offers news.

Corey Ward, music director at KPAT in Sioux Falls, is a 1985 graduate of Augustana. He worked three years at KAUR.

"From a practical standpoint, the experience was very valuable as far as radio work and developing a career," he said. "It was very helpful in getting a job. The on-air experience was invaluable, and the business experience has been very helpful."

The student managed and operated station gives 75 to 100 students the opportunity to participate per semester.

Beginning operation in October 1972, the station operated 5 p.m. to 1 a.m. in a studio in Viking Villa, a building which was located west of Stavig Hall.

But some changes were made to help the station reach that point.

It moved to the top floor of Old Main in the summer of 1976, and the hours were expanded from 6 a.m. to midnight. Still, listeners had to be within a few blocks of Augustana's campus to hear the station's signal.

In 1981, something was done about that. Power was increased to 380 watts effective radiated power. Coverage then grew to 15 miles, and the station began broadcasting 24 hours a day.

The biggest change came in the fall of 1986 when a new transmitter was purchased, and the studio was moved to Tuve Hall. A remodeled control

room, news room and production room helped take advantage of the now 680 watts, as coverage expanded to 30 miles.

Dan Lund has been with KAUR since the spring of 1987. He's now a senior at Augustana and general manager of the blossoming station.

"I know of a lot of freshmen who listen to it now," Lund said. "We have more sports, and that helps. It's progressing with the years."

"When I started with the station there were a lot fewer people who listened to it. I'm not saying I am the person who turned it around, but I helped spread the word."

Lund said the station not only

caters to the needs of communication majors, but also to business majors.

"It is most definitely a good experience," he said. "Some day I'd like to go into management. When this opportunity came up, I grabbed it, because it's an excellent experience for a college student to manage 60 to 70 other students."

As general manager, Lund is also responsible for raising funds for the station to supplement the amount set aside in the budget by Augustana.

"My goal this semester is to raise enough money to upgrade some of the older equipment in the production room," Lund said.

kaur-fm
Stereo **89.1**

"It was really fun and interesting," said Bob Ellsworth, the station's first news director and second manager. "Kids can get involved to further their career in that area or just do it for an extra-curricular activity."

Few would have imagined that KAUR would grow by 1988 to be one of the top four stations listened to by people under age 20 in Sioux Falls and the surrounding area.

"KAUR is a fairly powerful cultural force in town," said John Fiksdal, a 1975 Augustana graduate who was an announcer at the station. He is now president of Media One, a Sioux Falls advertising agency.

"KAUR is a very strong channel of communication to people that age that is invaluable to the community."



Senior Dan Lund has been general manager at KAUR since June of 1987. He manages the nearly 70 other students who volunteer as disc jockeys at the station, which has been broadcasting 24 hours a day since 1981. Listeners within about 40 miles of Sioux Falls can tune in to Lund's "just jazz" show on Monday afternoons from three to six.